

FANTASTIC BEASTS



INTERNATIONAL TECH MEDIA:
**FANTASTIC
BEASTS**
AND HOW TO PITCH THEM



ANDRII DEGELER · @ADEGELER

Who am I?

rockstart.

ars technica

TNW



WIZARDS BAFFLED!
IS SOCCER THE
NO-MAJ

7 lectus, suspendisse lacus libero, portitor nec, tobales efficitur mi. phasellus eu quam...

→ The Goals → The Audience

→ The Media

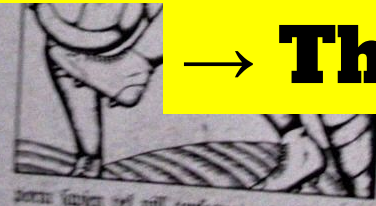
→ The Story

BRONX GINGER WITCH

Prosecuted for wig theft..... by M. Ralphous

Of. Nam Nam officiat eni, bibendum Nam, suspendisse ante metus, aliquam oo (Olimo) auti, euivante hendenti...

...nemetur hui Nam, a hacten nullo placere opt, nullam reman magne...



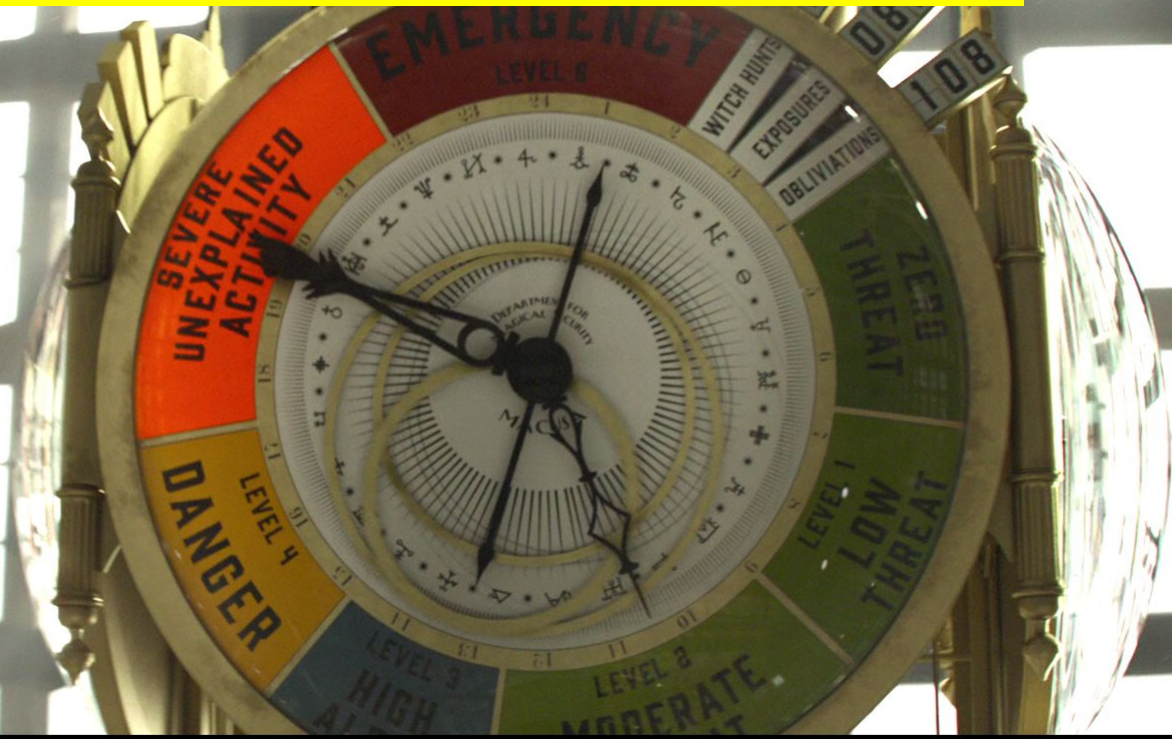
poreu laper vel nill confectione, ac alliamcyper curur consullit, etiam tobales, lacus fructus tobales...

TINY TROTTERS

win the dance elf championship

by C. Pignous

Start early and be on top of things



Be where the journalists are



Be active on contributor platforms



Build trust in advance



Use the right tools...

...paid:

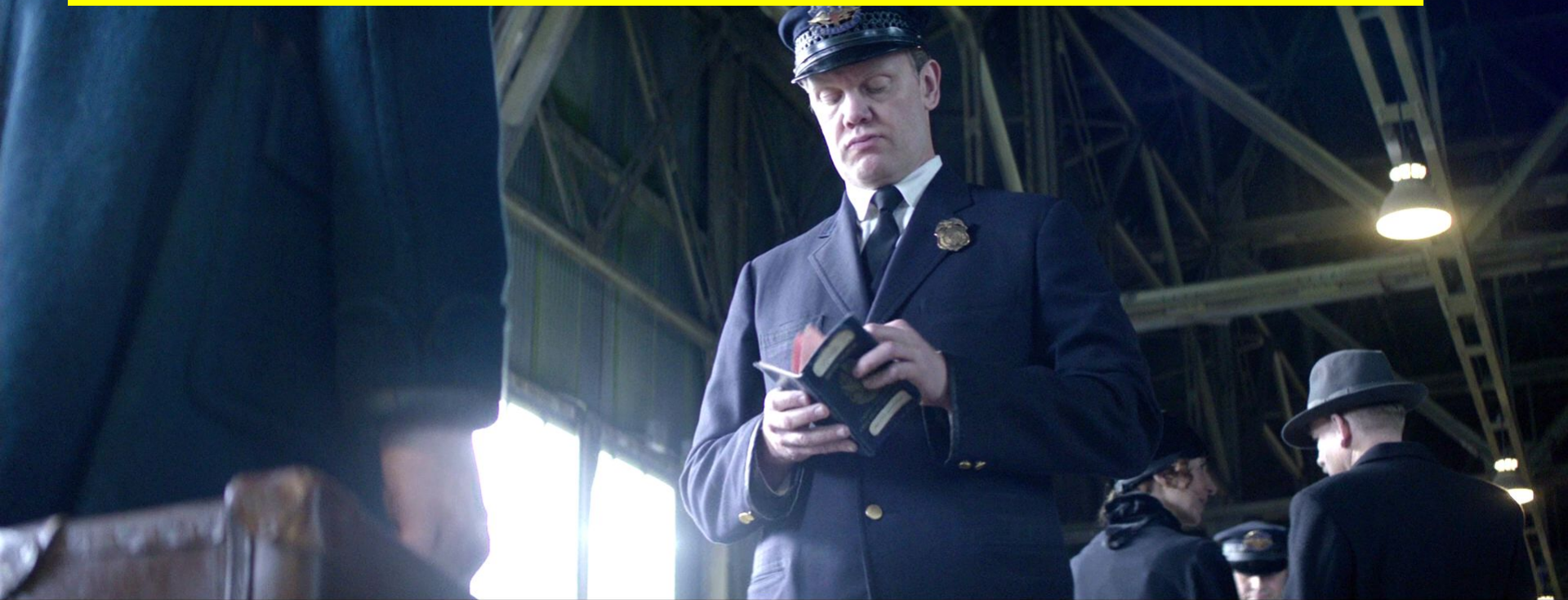
- **Meltwater**
- **pr.co**
- **MuckRack**

Use the right tools...

...and free:

- **Google Search**
- **Twitter**
- **RSS feeds**

Google journalists before writing them

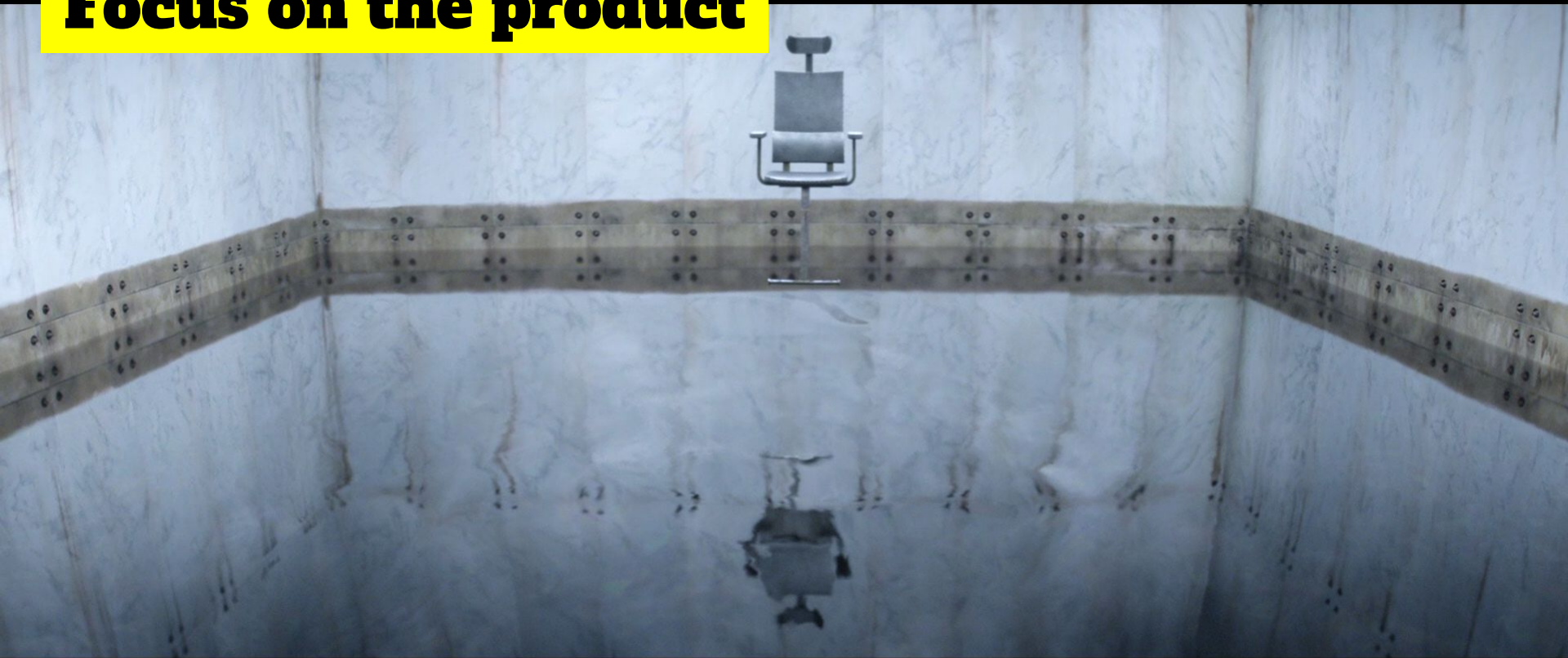


Use generic email addresses

- **tips@**
- **news@**
- **etc.**



Focus on the product



Get the timing right

- no big news planned
- no major conferences
- no earnings calls

Be prepared to answer questions

- **product details**
- **numbers and stats**
- **additional quotes**



The End!

Questions?



Thank you!

More questions?

andrii@rockstart.com

[@adegeler](#)